INDEX TO VOLUME 41: 2001

ABERNETHY, AVERY, and JAN LEBLANC WICKS. *Self-regulation and Television Advertising: A Replication and Extension.* No. 3, pp. 31–37.

The stringency of the advertising review procedures of individual television stations is examined. Stations have the power to require changes to advertising submissions or to reject submissions, but using this power can hurt station revenues.

AGEE, TOM, and BRETT A. S. MARTIN. *Planned or Impulse Purchases? How to Create Effective Infomercials.* No. 6, pp. 35–42.

Infomercial shoppers are not necessarily impulse buyers. In fact, the majority has seen the infomercial several times and a certain amount of planning has gone into the consumer's purchase.

AIKMAN-ECKENRODE, SHELLEY N. *See* Crites and Aikman-Eckenrode.

ALLAWAY, ARTHUR. *See* Berkowitz, Allaway, and D' Souza.

APPIAH, OSEI. *Ethnic Identification on Adolescents' Evaluation of Advertisements.* No. 5, pp. 7–22.

This paper examines whether the strength of ethnic identity influences black and white adolescents' responses to advertisements featuring models of different races.

BACKHAUS, KLAUS, KATRIN MÜHFELD, and JENNY VAN DOORN. *Consumer Perspectives on Standardization in International Advertising: A Student Sample.* No. 5, pp. 53–61.

Based on a cross-country student sample, findings indicate that visual aspects above all, especially illustrations, determine the perception of standardization from a consumer perspective.

BAKER, MICHAEL J. *See* Erdogan, Baker, and Tagg.

BALTAS, GEORGE. *Effects of Nutrition Information on Consumer Choice.* No. 2, pp. 57–63.

An econometric discrete choice model, in which brand preferences depend on nutrition characteristics, is implemented in real purchase data.

BEARD, FRED, and KOANGHYUB KIM. *Linking the Use of Advertising Agency Review Consultants to Agency Search Outcomes.* No. 2, pp. 49–55.

This study, which links the use of consultants to review characteristics and outcomes, finds little conclusive evidence that consultants introduce bias into the review process.

BERKOWITZ, DAVID, ARTHUR ALLAWAY, and GILES D'SOUZA. *The Impact of Differential Lag Effects on the Allocation of Advertising Budgets across Media.* No. 2, pp. 27–36.

This article presents and illustrates a methodology for estimating differential lags for different media. The authors also estimate the profit consequences when advertising budget allocations across media take into account their different lagged effects.

BRACKETT, LANA, K., and BENJAMIN N. CARR, JR. *Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes.* No. 5, pp. 23–32.

The authors offer a new pragmatic model that enhances the power of the Ducoffe (1996) model of Attitude toward Internet Advertising and compares two targets.

BROADBENT, SIMON. *If the Question Is Ad Effects, the Answer Is "Not Elasticities."* No. 2, pp. 7–11.

Marketing managers need a measure for the return of their advertising investment. They want this to compare the effects of advertising across media, across brands, and so on. They also ask, "How much does advertising contribute to my sales?"

CARR JR., BENJAMIN N. *See* Brackett and Carr.

CHO, CHANG-HOAN, JUNG-GYO LEE, and MARYE THARPE. *Different Forced-Exposure Levels to Banner Advertisements.* No. 4, pp. 45–56.

Different formats of banner ads on the WWW yield different advertising responses.

CORNWELL, T. BETTINA, STEPHEN W. PRUITT, and ROBERT VAN NESS. *The Value of Winning in Motorsport: Sponsorship-linked Marketing.* No. 1, pp. 17–31.

While sponsorships are not selected primarily for their ability to enhance stock price, it is true, nonetheless, that stock price change offers a measure of sponsorship success. The firms having a strong link to motorsports indicates that winning sponsorships can yield significant benefits to the shareholders of sponsoring companies.

CRITES JR., STEPHEN L., and SHELLEY N. AIKMAN-ECKENRODE. *Making Inferences Concerning Physiological Responses: A Reply to Rossiter Silberstein, Harris, and Nield.* No. 2, pp. 23–25.

The conclusion of Rossiter, Silberstein, Harris, and Nield (2001) that "SSPT can tell you exactly which frames are being stored in consumers' memories" is not warranted. Before the utility of SSPT can be assessed, numerous studies are needed.

D'SOUZA, GILES. *See* Berkowitz, Allaway, and D'Souza

DAHLEN, MICAEL. *Banner Ads through a New Lens.* No. 4, pp. 23–30.

Banner advertising effectiveness is not static, nor is it the same for all products. Brand familiarity and internet user experience are two important factors to consider.

DICK, STEVEN J. *See* McDowell and Dick.

DONTHU, NAVEEN. *See* Luo and Donthu.

DOU, WENYU, RANDY LINN, and SIXIAN YANG. *How Smart Are "Smart Banners"?* No. 4, pp. 31–43.

"Keyword-activated banners" can bring targeted advertising messages to internet users. This study found that "smart banners" are not equally "smart" in producing the relevant banner matches for keywords. Some search engines performed better than others.

DU PLESSIS, ERIK. *See* Ewing, du Plessis, and Foster.

EPHRON, ERWIN, and STUART GRAY. *Why We Can't Afford to Measure Viewers.* No. 1, pp. 86–90.

Set-meter panels are required for single-source data, but they can't measure viewing. This paper makes the case using set-meter panels and modeling viewing. Paper household demographic data and independent VPVH estimates are the key.

ERDOGAN, B. ZAFER, MICHAEL J. BAKER, and STEPHEN TAGG. *Selecting Celebrity Endorsers: The Practitioner's Perspective.* No. 3, pp. 39–48.

This article investigates British advertising agency managers' consideration of important celebrity characteristics when selecting an endorser.

EWING, MICHAEL T., ERIK DU PLESSIS, and CHARLES FOSTER. *Cinema Advertising Re-Considered.* No. 1, pp. 78–85.

Cinema GRPs are considerably more effective than television GRPs in terms of the penetration of advertising into memory and invariably represent a better value-for-money. Cinema, due to its ability to make advertising penetrate, should be considered as a launch medium and television as the support medium.

FOSTER, CHARLES. *See* Ewing, du Plessis, and Foster.

FOSTER, K. DALE. *See* Gallagher, Foster, and Parsons.

FOSTER, K. DALE. *See* Gallagher, Parsons, and Foster.

GALLAGHER, KATHERINE, K. DALE FOSTER, and JEFFREY PARSONS. *The Medium Is Not the Message: Advertising Effectiveness and Content Evaluation in Print and on the Web.* No. 4, pp. 57–70.

This study explores whether traditional principles of mass media advertising still apply to advertising on the web.

GALLAGHER, KATHERINE, JEFFREY PARSONS, and K. DALE FOSTER. *A Tale of Two Studies: Replicating "Advertising Effectiveness and Content Evaluation in Print and on the Web."* No. 4, pp. 71–81.

An experiment comparing advertising effectiveness and content evaluation in print and on the web was replicated using a random sample of the population of adult web users.

GELB, BETSY D. *Gaining "Bonus Customers" by Stretching the Market.* No. 5, pp. 73–77.

The author explores how there are great efficiencies in advertising to one's core market and tempting others beyond that market to buy your branded product.

GRAY, STUART. *See* Ephron and Gray.

HARRIS, PHILIP G. *See* Rossiter, Silberstein, Harris, and Nield.

HARVEY, BILL. *Measuring the Effects of Sponsorships.* No. 1, pp. 59–65.

The dramatic difference between other measures and the Brand Perception measure would not normally occur in measurement of straight advertising-because advertising works by improving Brand perception.

HOFFER, GEORGE E. *See* Urban, Hoffer, and Pratt.

JAMES, WILLIAM L., and BRENDA S. SONNER. *Just Say No to Traditional Student Samples.* No. 5, pp. 63–71.

Traditional student samples respond differently from consumer samples. Based on a study using three different samples to compare a series of advertisements, the authors conclude that traditional student samples should not be used in advertising research.

KANG, JIKYEONG. *See* Kim and Kang.

KENT, ROBERT J. *See* Lynch, Kent, and Srinivasan.

KIM, JOO-HO. *See* Yoon and Kim.

KIM, KOANGHYUB. *See* Beard and Kim.

KIM, YOUN-KYUNG, and JIKYEONG KANG. *The Effect of Ethnicity and Product on Purchase Decision Making.* No. 2, pp. 39–48.

This study examines the three main ethnic consumer groups in the United States (blacks, Hispanics, and whites) in their decision-making patterns as it affects their purchase decisions.

LARDINOIT, THIERRY, and PASCALE G. QUESTER. *Attitudinal Effects of Combined Sponsorship and Sponsor's Prominence on Basketball in Europe.* No. 1, pp. 48–58.

This experimental study examined the effects of two types of sponsorship activities: on-site sponsorship and televised broadcast sponsorship announcements. The study revealed that for both sponsorship methods, initial market prominence hinders attitudinal change.

LEE, JUNG-GYO. *See* Cho, Lee, and Tharpe.

LEE, RUBY P. W. *See* Tse and Lee.

LINN, RANDY. *See* Dou, Linn, and Yang.

LUO, XUEMING, and NAVEEN DONTHU. *Benchmarking Advertising Efficiency.* No. 6, pp. 7–18.

The authors demonstrate the application of Data Envelopment Analysis to benchmark advertising efficiency. Data Envelopment Analysis can be used to estimate the relative efficiency of advertising campaigns characterized by multiple inputs and multiple outputs.

LYNCH, PATRICK D., ROBERT J. KENT, and SRINI S. SRINIVASAN. *The Global Internet Shopper: Evidence from Shopping Tasks in Twelve Countries.* No. 3, pp. 15–23.

The impact of websites' characteristics and consumers' positive shopping experiences varies across product categories and world regions. Marketers must use caution when targeting global online customers and favor a regional approach tailored to unique preferences and perceptions for products in markets.

MARTIN, BRETT A. S. *See* Agee and Martin.

MCDOWELL, WALTER S., and STEVEN J. DICK. *Using TV Daypart "Double Jeopardy Effects" to Boost Advertising Efficiency.* No. 6, pp. 43–51.

Placing commercials in highly rated multi-hour dayparts can provide audience frequency without sacrificing reach.

MIYAZAKI, ANTHONY D., and ANGELA G. MORGAN. *Assessing Market Value of Event Sponsoring: Corporate Olympic Sponsorships.* No. 1, pp. 9–15.

Event sponsoring, particularly related to sporting events, is of growing importance to firms that are seeking brand recognition and/or certain brand image changes.

MÜHLFELD, KATRIN. *See* Backhause, Mühlfeld, and van Doorn.

MORGAN, ANGELA G. *See* Miyazaki and Morgan.

NIELD, GEOFF. *See* Rossiter, Silberstein, Harris, and Nield.

PARSONS, JEFFREY. *See* Gallagher, Foster, and Parsons.

PARSONS, JEFFREY. *See* Gallagher, Parsons, and Foster.

POKRYWCZYNSKI, JAMES. *See* Wolburg and Pokrywczynski.

PRATT, MICHAEL D. *See* Urban, Hoffer, and Pratt.

PRUITT, STEPHEN W. *See* Cornwell, Pruitt, and Van Ness.

QUESTER, PASCALE G., and BEVERLY THOMPSON. *Advertising and Promotion Leverage on Arts Sponsorship Effectiveness.* No. 1, pp. 33–47.

An experimental study examining the effectiveness of sponsorship for three leading sponsors of an Australian Arts Festival finds that sponsors sought to achieve attitudinal changes but engaged in contrasting levels of leverage promotion.

QUESTER, PASCALE G. *See* Lardinoit and Quester.

ROEHM, MICHELLE L. *Instrumental versus Vocal Versions of Popular Music in Advertising.* No. 3, pp. 39–48.

When including a popular song in an advertisement, is it more effective to include a vocal or instrumental version? Findings of this research indicate that instrumental versions may be superior to vocal versions when the target audience is familiar with the song.

ROSSITER, JOHN R., RICHARD S. SILBERSTEIN, PHILIP G. HARRIS, and GEOFF NIELD. *Brain-Imaging Detection of Visual Scene Encoding in Long-term Memory for TV Commercials.* No. 2, pp. 13–21.

How can TV advertisers create visual scenes that will be remembered by target consumers? Using a new brain-imaging technique called steady-state probe topography (SSPT), we can answer this question for the first time.

ROSSITER, JOHN R., RICHARD B. SILBERSTEIN, PHILIP G. HARRIS, and GEOFF NIELD. *So What? A Rejoinder to the Reply by Crites and Aikman-Eckenrode.* No. 3, pp. 59–61.

Rossiter et al. respond to Crites and Aikman-Eckenrode's comments on their paper in issue No. 2.

SHAMDASANI, PREM N., ANDREA S. STANALAND, and JULIANA TAN. *Location, Location, Location: Insights for Advertising Placement on the Web.* No. 4, pp. 7–21.

Given the trend toward website accountability when it comes to consumer response to banner ads, this research investigated whether the vehicle and context in which a banner ad is embedded can change the way consumers process an advertisement, influencing its effectiveness.

SILBERSTEIN, RICHARD B. *See* Rossiter, Silberstein, Harris, and Nield.

SMITH, BRUCE L. *See* White and Smith.

SONNER, BRENDA S. *See* James and Sonner.

SRINIVASAN, SRINI S. *See* Lynch, Kent, and Srinivasan.

STANALAND, ANDREA S. *See* Shamdasani, Stanaland, and Tan.

SUMNER, DAVID E. *Who Pays for Magazines? Advertisers or Consumers?* No. 6, pp. 61–67.

This study compared prices paid by consumers with those paid by advertisers for 96 magazines belonging to the Audit Bureau of Circulation between 1980 and 1998 to determine who is really supporting magazines—advertisers or consumers. Analyzing the costs and adjusting for inflation found that advertisers are paying more but, in real dollars, consumers were actually paying less for a subscription at the end of the studied period than at the start of it.

SUN, TAO. *See* Youn, Sun, Wells, and Zhao.

TAGG, STEPHEN. *See* Erdogan, Baker, and Tagg.

TAN, JULIANA. *See* Shamdasani, Stanaland, and Tan.

THARPE, MARYE. *See* Cho, Lee, and Tharpe.

THOMPSON, BEVERLY. *See* Quester and Thompson.

TSE, ALAN CHING BIU, and RUBY P. W. LEE. *Zapping Behavior during Commercial Breaks.* No 3, pp. 25–29.

This article reports on an empirical study that looks into the effect of zapping and the impact of the position of an advertisement within a commercial break on advertising recall.

URBAN, DAVID J., GEORCE E. HOFFER, and MICHAEL D. PRATT. *Perceptions of Advertising in the Market for Used Vehicles.* No. 1, pp. 66–77.

Based on a survey of 600 used-vehicle buyers, used-vehicle dealers, including vehicle "superstores," should advertise service and repair facilities, availability of negotiation, and easy financing to better serve minority customers.

VAN DOORN, JENNY. *See* Backhaus, Mühlfeld, and van Doorn.

VAN NESS, ROBERT. *See* Cornwell, Pruitt, and Van Ness.

WEILBACHER, WILLIAM M. *Point of View: Does Advertising Cause a "Hierarchy of Effects"?* No. 6, pp. 19–26.

The "hierarchy of advertising effects" does not describe how advertising works, either theoretically or actually. Rent advances in cognitive psychology illuminate this matter in a new way.

WELLS, WILLIAM D. *See* Youn, Sun, Wells, and Zhao.

WHITE, ALISA, and BRUCE L. SMITH. *Assessing Advertising Creativity Using the Creative Product Semantic Scale.* No. 6, pp. 27–34.

The Creative Product Semantic Scale proved to be an effective measure of advertising creativity as perceived by advertising professionals, college students, and the general public. Using this scale, it was found that advertising professionals and the general public judge advertising creativity differently.

WICKS, JAN LEBLANC. *See* Abernethy and Wicks.

WOLBURG, JOYCE M., and JAMES POKRYWCZYNSKI. *A Psychographic Analysis of Generation Y College Students.* No. 5, pp. 33–52.

Psychographic analysis shows that Generation Y college students are not a homogenous group in their evaluations of advertising as an information source and their evaluations of depictions in the media.

Yang, Sixian. *See* Dou, Linn, and Yang.

YOON, SUNG-JOON, and JOO-HO KIM. *Is the Internet More Effective Than Traditional Media? Factors Affecting the Choice of Media.* No. 6, pp. 53–60.

This study seeks to compare the differences in media characteristics between the internet and traditional media and determine product characteristics most influential in the choice of internet advertising.

YOUN, SEOUNMI, TAO SUN, WILLIAM D. WELLS, and XINSHU ZHAO. *Commercial Liking and Memory: Moderating Effects of Product Categories.* No. 3, pp. 7–13.

The authors find that product category moderates the relationship between commercial liking and memory. Strong positive relationships between liking and memory hold true for approach products only, not avoidance or utilitarian products.

ZHAO, XINSHU. *See* Youn, Sun, Wells, and Zhao.

Editorials by Arthur J. Kover

Advertising and Freedom and the Complex Market. No. 6, p. 5.

Content Analysis and Bridges. No. 2, p. 5.

Oh, Those Kids! No. 5, p. 5.

Random Thoughts to Dismay Purists and Maybe Look at Research Afresh. No. 3, p. 5

The Sponsorship Issue. No. 1, p. 5

A Wake-up Call Repeated. No. 4, p. 5.

Index of Advertisers

American Marketing Association (http://www.ama.org) ..... page 52
The ARS Group: rsc The Quality Measurement Company (http://www.rscquality.com) ..... Cover 4
Decision Analyst Inc. (http://www.decisionanalyst.com) ..... page 6
Public Opinion Quarterly ..... page 68
Strategy & Tactics, Ltd. ..... page 18
University of Georgia *Principles of Marketing Research* ..... Cover 3